- Tentative settlement on NYC contracts
- HBO and Metromedia connect for post-pay
- Johnson slated to head CHN/Daytime combo
- Cable's stake in Videotex '83

CableVision

The news and features weekly of the cable television industry July 4, 1983 $3.00

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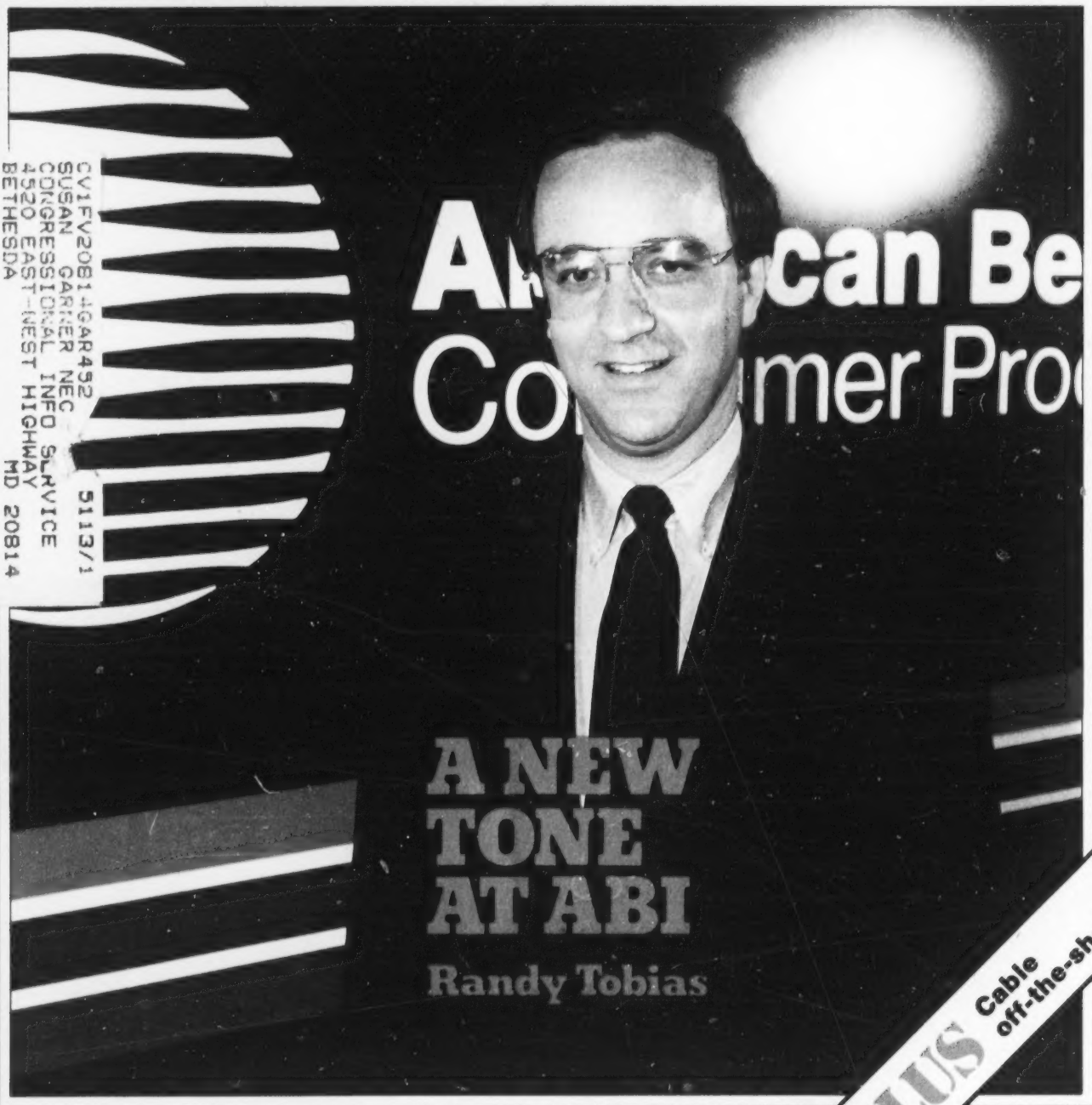

A NEW TONE AT ABI

Randy Tobias

PLUS Cable off-the-shelf

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NYC cos. come to terms

After some initial haggling over Teleport, New York City and the six cable companies set to wire the outer boroughs finally reach tentative agreement on contract terms. **Leading the week, pages 17-20.**

HBO: the 'fourth network'

HBO, Metromedia enter into deal that gives the broadcaster a post-pay window on HBO programming product, giving cable's pay leader a strong position in the "fourth network" broadcast market. **Leading the week, pages 17-20**

Cablevision vs. MPAA

The Cablevision Systems Development Co. and the Motion Picture Association of America are involved in a legal tussle over copyright royalty payments. Cablevision filed a motion for a declaratory ruling that its method of paying royalties is correct, which MPAA countered by accusing Cablevision of understating the amount it owes. **Leading the week, pages 17-20.**

Cable bill debate

As the House prepares to draft its version of cable bill S. 66, the House Telecommunications Subcommittee heard testimony on the leased access and data transmission issues. **Leading the week, pages 17-20.**

Viacom in the U.K.

Viacom World Wide, a subsidiary of Viacom International, maps plans for major involvement in programming and informational services over cable in the United Kingdom. **Leading the week, pages 17-20.**

HAVES' head named

Bruce Johnson, Cable Health Network president, is designated chief of the as yet unnamed network that should emerge from merger plans between CHN and Hearst/ABC's Daytime. In the meantime, Hearst/ABC's ARTS will be managed, but probably not owned, by the new joint venture that goes by the acronym HAVES. **Leading the week, pages 17-20.**

Nation gets cable briefing

Members of the Television Critic's Association attending Cable Day, a day-long cable industry symposium sponsored by Women In Cable, heard cable chiefs praise the programming process. **Page 24.**

NICK nickname noted

Warner Amex Satellite Entertainment children's channel officially adopted the shortened moniker as part of a plan to help the service attract older kid viewers. **Page 26.**

Videotex '83

This year's North American Videotex conference, sponsored by London OnLine, was held in New York with 60 companies exhibiting their wares. **Page 51.**

Waging war on cable thieves

More states are taking heed of the cable television industry theft-of-service problems by adopting laws to curb signal piracy and illegal equipment sales. **Page 56.**

About the cover

Randy Tobias, president of American Bell Consuer Products, is interviewed this week by Jeri Baker in *CableVision Plus*. Cover photo © Marty Katz/Outline Press.

Cable stores provide accessible hands-on experience.

This week in PLUS

Randy Tobias, president of American Bell Consumer Products, wants to educate his customers about the changes at AT&T. He also wants to sell them more phones—another phone in every household would be great, and two more would be even better. Tobias describes the realignment of his corporation and the ventures that Consumer Products will be involved in—both in and outside of the cable realm. . . Taking a cue from AT&T's Phone Center stores, cable is opening up its own retail outlets. Many of them are, as one marketer puts it, "fishing where the fish are," setting up shop in malls and shopping centers. Now you'll be able to pick up your converter on the way to the shoe shop or book store. The only cloud on the horizon is the fact that so many Phone Center stores are closing down. How will the cable stores avoid a similar fate? **Pages 27-48.**

National cable advertising

This chart lists national advertising sales by the basic cable networks during June 1983.

Network/client

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
H.J. Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (N)
Campbell Soup (R)
Carson Products (R)
Columbia Pictures (R)
Eastman Kodak (R)
HBO (R)
Interstate Van Lines (N)*
Kraft (R)
Mobil (R)
Paramount Pictures (N)
Pepsico (R)
Philip Morris (R)
Pro-Line (N)*
Procter & Gamble (R)
Sears (R)
U.S. Army (R)
Wrigley's (R)

C-SPAN
Getty Oil (N)
Merrill Lynch (R)

CBN Cable Network
Allen Products (R)
Cambe (R)
Globe Life & Accident Insurance (R)
Hanes (R)
Kubota Tractor (N)*
Minolta (N)
Richoh Electronics (N)*
Sanyo (N)*
Seiko (N)
Sharp Electronics (N)
Sony (N)
Thomas J. Lipton (R)

Cable Health Network
American Cyanamid (R)
American Home Products (R)
Block Drug (R)
Chrysler (R)
Combe (R)
Florida Citrus Commission (R)
G.D. Searle (R)
General Foods (R)
General Motors (R)
K-Tel (R)
Kodak (R)
Lever Brothers (R)
Libby (R)
Miles Labs (R)
Noreleo (R)
Philip Morris (R)
Procter & Gamble (R)
Warner Lambert (R)
Weight Watchers (R)

CNN
Canon (R)
Clorox (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Esmark (R)
General Foods (R)
J.C. Penney (R)
Lipton (R)
Noreleo (R)
Ralston Purina (R)
Sears (R)
Warner Lambert (R)
Winn Dixie (R)
Wrigley's (R)

CNN Headline News
Aloe (N)
Amway (R)
Bike (R)
Clorox (R)
Coca Cola (R)
Colonial Penn Insurance (R)
Dow Jones (R)
Dunlop (R)
Duracell (R)
Ford (R)
General Mills (R)
General Motors (R)
Ginsu (R)
Jeffrey Martin (R)
Lennox (R)
Phillips Petroleum (R)
Radio Shack (R)
Time Inc. (R)
Union Carbide (R)
Urban General (R)
Vitamix (R)
Wausau Insurance (R)
Weed Eater (R)
Winn Dixie (R)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Home Products (R)
American Thread Co. (R)
Bandai America (R)
Boehringer/Ingiheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Del Monte (R)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kraft (R)
Leggs (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (R)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Hilton Hotels (R)
Standard & Poor's (N)
Waldorf-Astoria (R)

ESPN
Ace Hardware (R)
Activision (R)
Avis (R)
Banfi (R)
Berkshire Enterprises (R)
Bristol Meyers (R)
Burroughs (R)
Caravatt Communications (R)
Digital Equipment (N)
Dow Jones (R)
Epsom America (N)
Esquire Magazine (N)
Ford (R)
General Motors (R)
Hilton Hotels (R)
H.M. Stevens (N)*
Jet-X (N)*
Liberty Mutual (N)
MacGregor Golf Clubs (N)
McDonald's (R)
Michelin Tires (R)
Prince Tennis Rackets (R)
Pro Magazine (R)
Ralph Lauren (R)
Ram Gold Clubs (N)
Schieffer (R)
Seagram's (N)
Sorbo (N)*
Thompson Medical (R)
U.S. Tobacco (R)
Yamaha (N)

Financial News Network
Ace Hardware (N)
American Monetary Association (R)
Andrew Peck (R)
Argentex (N)
Aristocrat Inn (N)
Artmark Sculptures (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Clayton, Brown & Associates (N)
Commodities (R)
Dial Media (R)
Discount Plus Commodities (N)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fisher Stereo (R)
FXC (R)
G.E. Credit Corp. (N)
General Motors (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
Keystone Mines (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
Novation Corp. (R)
OTC Review (R)
Paulson Investment (R)
Penny Stock Journal (N)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Savings and Loan Association (R)
Standard and Poor's (R)
Stock Market Cycles (R)
Tandy Corp. (R)
Tennis Magazine (R)
Technology Illustrated (R)
Ultimate Exercise (N)
United Business Services (R)
Value Line (N)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

MSN
Arkla (Family Gym Equipment) (N)
The Bradford Exchange (N)
General Foods (R)
MCP Pectin (R)
Norwegin-American Cruise Lines (R)
Scandinavian Airlines (R)
Schering (R)
Swedish Tour Board (R)
Volvo (R)
Worldbook/Childcraft (R)

SIN
Anheuser-Busch (R)
Bendix (R)
Coca-Cola (R)
CPC International (R)
D-Con (N)
Ford (R)
General Foods (R)
Goodyear (R)
Hall's (R)
J.C. Penney (R)
McDonald's (R)
Pepsi-Cola (R)
Sears (R)
Sterling Drug (R)
Union Carbide (R)
U.S. Coast Guard (R)
Warner Communications (R)
Warner Lambert (R)

SPN
Allied Corp. (R)
American Photographer (R)
Astis Hotels (N)*
Best Western Hotels (R)
Bristol Myers (R)
Celanese Fabrics (R)
Coniar (N)
Eastern Airlines (R)
Faberge (N)
Fritz & LaRue Oriental Rugs (R)
General Motors (R)
Gerber (R)
Grolsch Beer (R)
Heineken (R)
Hilton Hotels (N)
Hong Kong Tourist Association (R)
KIM Airlines (R)
Kahima Corp. (R)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
Nippon Denson (R)
Norsk Hydro (R)
Northwest Orient Airlines (N)*
Norwegin-American Cruises (R)
Norwegin Salmon & Trout (R)
Paine Webber (N)
Paul Hanson (R)
Penn House Furniture (R)
Philip Morris (R)
Procter & Gamble (R)
Regent International Hotels (R)
Sagawa Express (R)
Savings & Loan Association (R)
Serol Hair (R)
Sheraton (R)
Singapore Airlines (R)
Tsingtao Beer (R)
TV Guide (R)
Weed Eater (R)

TeleFrance
Air France (R)
Chanel (R)
French Food and Wines (R)
Metropolitan Opera Guild (R)
Saturday Review (N)
TV Guide (N)
U.S. News & World Report (N)*
Yves St. Laurent (R)

USA Network
BMW (N)
CPC International (R)
Digital Equipment (N)
Epson America (N)
General Motors (R)
J.K. Sports (N)
Kikkoman (R)
Michelin (N)
Pabst Brewing (N)
Paul Masson (R)
Philip Morris (R)
Richardson Vicks (R)
Spalding (R)
Toyota (R)
Union Carbide (R)

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Cable stats

Network/client

Universal Pictures (R)
Volkswagen (R)
Warner Brothers (R)
Warner Communications (R)

The Weather Channel
Ace Hardware (R)
ANCO (wiper blades) (R)
American Motors (R)
California Tree Fruit (R)
Champion Spark Plugs (R)
Chevrolet (R)
Dupont (N)
Eastman Kodak (R)
Emerson Electric (R)
General Foods (R)
General Motors (R)
Hyatt Hotels (R)

Network/client

Lennox Industries (R)
Lipton (N)
Orkin (N)
Philip Morris (R)
Phillips Petroleum (R)
Prudential Bache (R)
Scott Paper (R)
Sears (Allstate Insurance) (N)
Shell (R)
3M (R)
United Airlines (R)
Whirlpool (R)

WTBS
Anheuser-Busch (R)
Canon (R)
Cheesebrough Ponds (R)
Coca-Cola (R)

Network/client

Esmark (R)
Life of Georgia Insurance (R)
M&M. Mars (R)
Michelin (R)
Miles Laboratories (R)
Nabisco (R)
Nestle (R)
Pillsbury (R)
Procter & Gamble (R)
S.C. Johnson (R)
Toyota (R)
Warner Lambert (R)
Wrigley's (R)

* New to network advertising
R denotes renewal client
N denotes new client

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs from 4/30	
ACSN: The Learning Channel	405	3,317,000	+9	
AP News Cable	445	4,700,000	NC	
ARTS (Hearst/ABC)	1,625	9,500,000	NC	
Black Entertainment Television (BET)	201	4,100,000	+10	
Cable Health Network (CHN)	1,067	10,870,089	+6	
Cable News Network (CNN)	3,409	19,992,000	+5	
CNN Headline News	496	4,051,000	+2	
C-SPAN America's Network	1,100	13,000,000	NC	(1/83)
CBN Cable Network	3,892	20,928,000	+7.6	
Daytime (Hearst/ABC)	671	9,200,000	NC	
Dow Jones Cable News	120	1,260,000	+1.3	
Electronic Program Guide (EPG)	75	1,109,464	NC	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,928	22,710,000	+2.2	
Eternal Word Television Network (EWTN)	80	1,200,000	-1	
Financial News Network(FNN)	758	7,704,527	NC	(1/83)
Modern Satellite Network (MSN)[1]	471	7,584,890	NA	
Music Television (MTV)	1,650	13,500,000	+12.5	
The Nashville Network (TNN)	725	7,500,000	NC	
National Christian Network (NCN)	93	1,451,647	+2	
National Jewish Television (NJTV)	114	2,446,735	NC	(2/83)
Nickelodeon	2,625	12,750,000	+10	
PTL Satellite Network	725	7,500,000	NC	
Reuters Monitor Service	15	5,000	NC	(4/30)
Reuters News View	375	3,500,000	NC	(8/82)
Satellite News Channel (SNC)	557	5,700,000	NC	(3/83)
Satellite Programming Network (SPN)	386	5,757,450	+2.8	
SIN Television Network[2]	215	25,713,800	+7.1	
Trinity Broadcasting Network	248	2,937,000	+2	
UPI NewsCable	500	NA	NA	
USA Network	3,500	17,500,000	+2.94	
The Weather Channel	940	9,200,000	+10.8	
WGN	3,976	11,084,783	NC	(11/82)
WOR	811	4,784,335	+1.7	
WTBS	5,212	25,823,000	NC	

Satellite-fed basic audio services				
KKGO-FM	3	100,000	NC	
Lifestyle	127	1,066,400	NC	
Moody Bible	23	316,723	NC	
Satellite Radio Network	50	400	NC	
SCAN	12	108,000	+8	
Sunshine Entertainment Network	NA	NA	NA	
WFMT	168	912,997	NC	(12/82)

Satellite-fed pay services				
Bravo	90	125,000	+2.5	
Cinemax	1,800	2,500,000	+2.5	
The Disney Channel	627	200,000	+1	
EROS	22	200,000	NC	(2/83)
GalaVision	180	121,000	-3.2	
Home Box Office (HBO)	5,000	12,500,000	+8.6	
Home Theater Network Plus (HTN)	325	170,000	NC	(1/83)
The Movie Channel (TMC)	2,600	2,400,000	-12.1	
The Playboy Channel	275	500,000	+19.4	
Selec TV[3]	55	259,000	+20	
Showtime	2,400	4,100,000	NC	
Spotlight	234	750,000	NC	

Regional entertainment services				
Atlanta Interfaith[3]	7	120,000	NA	
Atlantis Entertainment Network	5	9,800	NC	
Bay Area Religious Channel	34	200,000	NC	
Buffalo Sabres Hockey	9	325,000	NC	

	Affiliates	Subscribers	% change in subs from 4/30	
Festival-The Texas Cable Network	2	278,000	+15.3	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	NA	NA	NA	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	3	10,000	NC	(2/83)
Madison Square Garden	49	1,400,000	NC	(4/30)
Newsday Cable	1	190,000	NC	(4/30)
Off Track Betting (Upstate New York)	13	NA	NA	(3/30)
PRISM-Philadelphia	86	345,000	+1.8	
Sonics Superchannel	10	23,000	NC	(4/30)
SportsChannel (New England)	34	20,000	NC	(2/83)
SportsChannel (New York)	30	273,445	NC	(2/83)
Sports Vision[4]	12	10,000	NA	
Video Music Channel	4	102,000	-7.2	
Z-Channel	16	88,664	-3.7	

Announced regional services	Expected launch
Box Seat	TBA
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Supersports Network	TBA
TeleScripps (Pittsburgh)	TBA
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	Expected launch
Almi Group Network	TBA
The Alpha Network	TBA
American Christian Television Systems	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	TBA
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch TBA
Comedy Entertainment Network	
The Community Channel	TBA
Episcopal TV Network	TBA
Group W Cable Sports Network	TBA
Kidvid Network	1/84
Magicable	3rd quarter 1983
National Jazz Network	TBA
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
The Pleasure Channel	9/15/83
Rock 24 (Lewmark Productions)	TBA
Satellite NewsChannel II	4th quarter 1983
The Silent Network	early fall 1983
Sitcom Channel	1st quarter 1985
Sunshine Cable	2nd quarter 1983
Video Concert Hall	TBA
Video Music Channel	4th quarter 1983
The Work Channel (Lewmark Productions)	TBA

Note: Subscriber and affiliate counts are as of 5/30/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
[1] Recount of subscribers and/or affiliates.
[2] Total SIN reach. Total Spanish-speaking households: 3,199,100.
[3] Figures are company approximations.
[4] Cable subscribers only; total homes receiving signal: 30,000.